THE ALTERNATIVE BOARD

Create Local Impact with Global Backing as a TAB Franchisee

Positively impact your local business community and be known as a leader of strong, satisfied, successful entrepreneurs – while earning a substantial income.



Why Choose The Alternative Board

Since 1990, The Alternative Board® (TAB) has helped over 30,000 CEOs, business owners and their leadership teams in more than 25 countries achieve their dreams by running their businesses more strategically. Our franchise model is built for scalable growth with steady income streams.

TAB's model combines a mix of subscription-based and non-subscription-based revenue streams – ensuring predictable cashflow with opportunities to earn more.

Business Owner and Executive Coaching

Offer one-on-one executive coaching to help business owners and executives develop skills, meet goals and become even more successful leaders.

Advisory Board Facilitation

Plan and organise monthly, facilitated half-day sessions with a close-knit community of CEOs, business owners and their leadership teams who've faced similar situations.

Strategic Business Planning

TAB's powerful Business Builder's Blueprint™ is a diagnostic tool that makes it easy to create business plans, track KPIs and guide your members to get their business exactly where they want it to go.

Hi-Map Leadership Development

Leadership development programme that identifies and trains future leaders, delivering immediate positive results whilst building a stronger leadership pipeline for long-term success.

StratPro Leadership Transformation

Turn ideas into reality — and get things done. Designed for busy leaders and their teams, StratPro® combines strategy and productivity to deliver long-term results.

Business Consulting

Current business consultants who become TAB franchisees can continue to serve their non-TAB clients, royalty-free as long as that work does not include use of any of TAB's proprietary tools and methodologies.

Get in contact to learn more: 0800 822 929 Enquiries@thealternativeboard.co.nz

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Ideal Candidate

- Transitioning executives or business leaders with several years of experience
- Passionate about helping New Zealand business owners succeed
- No prior coaching or facilitation experience required - we provide comprehensive training in all our methodologies
- Driven and committed to business ownership
- Motivated to earn great income
- With Financial capacity to cover initial investment
- Lifelong learners



What our franchisees do:

- Help transform CEOs, business owners, and their leadership teams through business owner and executive coaching, advisory board facilitation, strategic business planning, leadership team transformation, and business consulting.
- Conduct individual monthly coaching sessions with each member.
- Facilitate monthly business owner advisory board meetings, comprised of up to 10 members on each board.
- Utilise TAB's proprietary tools and processes to deliver value to members.
- Present the TAB process and membership benefits to prospective members both in group and one-on-one settings.

What has been the most rewarding part of running your TAB business?
"Being part of a community. Getting to know and call upon other TAB Coaches whenever needed. The general learning opportunities within the group have been excellent due to the diversity amongst the team. I have also really enjoyed the quarterly conferences we have which promote the sharing of knowledge and the building of camaraderie amongst the team."
Chris Deere
TAB Franchise Owner
Auckland South

The Alternative Board maintains a subscription based client retention rate of over 5 years!

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Benefits of TAB Ownership

- Predictable and consistent recurring monthly dues income
- Satisfaction from helping others achieve their personal and business visions
- Equity-building business with proven exit strategies
- Leverage your business expertise
- Home-based business with no required employees
- Minimal inventory
- No required out-of-town travel
- Multiple revenue streams
- A flexible schedule that you manage and control
- Prestigious position as a business leader in your community
- Personal growth
- Scalable business



Lead Generation Assistance

The Alternative Board provides a proven integrated approach to Marketing consisting of:

- A list of target prospects
- Outbound marketing campaign
- Social media marketing
- Email nurturing
- TAB's business networking and referral marketing and events
- Strategic planning and special projects



Invaluable Support and Mentorship

Our ongoing support is unmatched. To ensure your success, you'll receive:

- Comprehensive training - from zero to expert in all TAB methodologies including sales process, member acquisition, board facilitation, one-on-one coaching sessions, and all proprietary tools and processes
- Member recruitment support
- TAB Global Community - where our franchisees share their knowledge and experiences
- Weekly team calls
- Annual International TAB Franchise Owner conference

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